



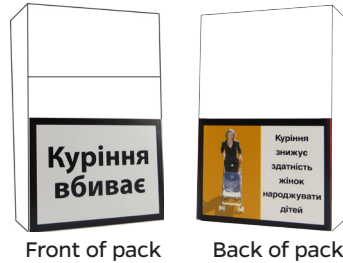
TPackSS: Tobacco Pack Surveillance System Cigarette Health Warning Label Compliance



Ukraine - 2013

As of August 2013, Ukraine's health warning labels (HWLs) – which fulfill the Framework Convention on Tobacco Control (FCTC) Article 11 minimum requirements – included the following:

1. 50 percent coverage of the front and back of the pack, with color pictorial HWLs on the back
2. Text warning displayed on contrasting background color
3. Eleven different tobacco use health warning messages, in Ukrainian



Ukraine's HWL size tied for 8th in the WHO European Region and tied for 19th globally in 2012.¹ However, FCTC guidelines recommend the use of pictorial warnings that cover 50 percent or more of the front and back of the pack, which Ukraine's HWLs do not fulfill.

TPackSS assesses health warning label compliance as HWL requirements improve in countries. In August 2013, TPackSS collected cigarette packs in Kyiv, Lviv, and Donetsk using a systematic protocol.² Cigarette packs were assessed for compliance with the current HWL policy in place at the time of data collection.³

Article 11 of the World Health Organization's (WHO) FCTC requires that Parties implement effective tobacco packaging and labeling measures to increase public awareness of the negative health impacts of tobacco products.

TPackSS systematically collected a sample of 260 unique cigarette packs that displayed the HWLs mandated by Ukraine. Packs were assessed for compliance with three key requirements.³

Warning Size

92 percent of packs had a health warning that covered 50 percent of both the front and back of the pack.



Warning Text Size

89 percent of packs had health warning text included in the pictorial warning that covered no less than 40 percent of the area within the black border.



Warning Label Elements



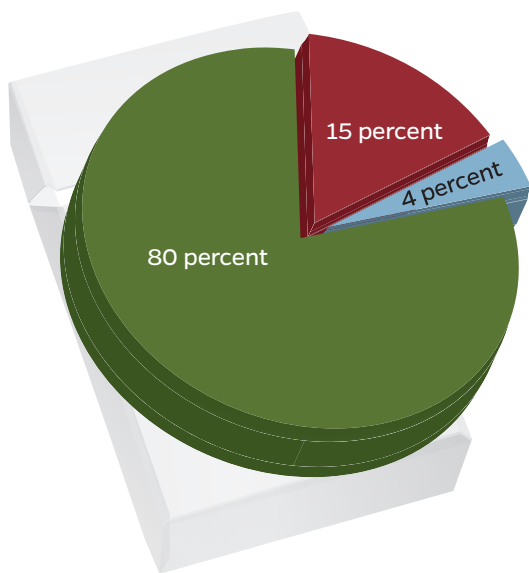
95 percent of packs had bold black text on a white background and text and pictorial warnings framed by a black border.

78%

of the unique cigarette packs assessed were compliant with the three key HWL requirements.

Area of Concern: Feminine Appeal

These packs are compliant with the three key requirements but the packaging uses overtly feminine imagery overshadowing the HWL.



Breakdown of packs collected and presence of required HWLs*

Total number of unique packs collected: 324

- **80 percent** of total packs had a current mandated HWL (n=260)
- **15 percent** of total packs had a previous Ukrainian HWL (n=50)
- **4 percent** of total packs had no HWL or a non-Ukrainian HWL (n=14)

*Percentages do not add to 100 percent because of rounding.

Approximately two in ten of all packs collected in Ukraine displayed a previous Ukrainian HWL, no HWL or a non-Ukrainian HWL. Ukraine's health warning label policy should require the recall or removal of all packs with a previous HWL, and at a minimum require a pictorial HWL on both the front and the back of the pack. Exposure to best practice HWLs can improve the effectiveness of HWLs in Ukraine.

¹ Canadian Cancer Society. Cigarette Package Health Warnings: International Status Report, Third Edition. European Network for Smoking and Tobacco Prevention; 2012. http://www.ensp.org/sites/default/files/CCS_status_report_health_warnings_2012.pdf. Accessed May 25, 2016.

² Smith K, Washington C, Brown J, Vadhais A, Kroart L, Ferguson J, Cohen J. The Tobacco Pack Surveillance System: A Protocol for Assessing Health Warning Compliance, Design Features, and Appeals of Tobacco Packs Sold in Low- and Middle-Income Countries. *JMIR Public Health Surveill.* 2015;1(2):e8 DOI: 10.2196/publichealth.4616.

³ Law of Ukraine No. 2899-IV on Measures to Prevent and Reduce the Consumption of Tobacco Products and their Harmful Influence on the Population's Health, January 22, 2005 (as amended June 11, 2009 and January 21, 2010), Law of Ukraine No. 1824-17 on the Introduction of Changes to Some Legislative Acts of Ukraine on the Restriction of the Consumption and Sale of Beer and Low Alcoholic Beverages, Decree No. 306 on Approval of the List of Pictures and Pictograms which are Included to Additional Health Warnings on Tobacco Product Packages.

About TPackSS

The Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health developed the Tobacco Pack Surveillance System (TPackSS) project to monitor whether required health warnings on tobacco packages are being implemented as intended, and to identify pack features and marketing appeals that might violate or detract from country tobacco packaging laws in these countries.